



Collecting & Utilizing Reliable, Local Community-Based Health Information

**An Overview of PHMC's
Community Health Data Base
2012**



Today's Agenda

- Overview of CHDB services and products
 - o Southeastern Pennsylvania Household Health Survey
 - Methodology
 - Survey topic areas
 - Graphs of CHDB data
 - o U.S. Census
 - Demographic characteristics
 - Socio-economic characteristics
 - o Vital Statistics
 - Birth and pregnancy outcomes
 - Leading causes of death
- Overview of CHDB Website
 - o Data Findings, Reports, & Presentations
 - o Online Data Analysis Tool and Report Card demonstration
 - o Announcements



About PHMC

Public Health Management Corporation (PHMC) is a non-profit public health institute offering a diverse mix of programs and services. For more information: www.phmc.org.

Addictions Services

Health Promotion, Injury Prevention

Criminal Justice Treatment Initiatives

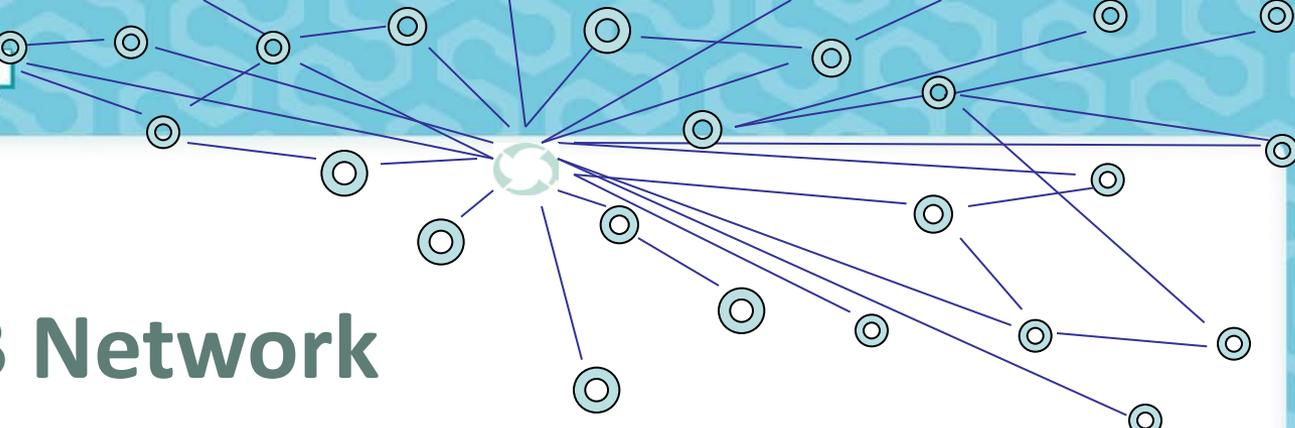
Early Intervention Service for Infants and Toddlers

HIV/AIDS Prevention

Nurse Managed Care

Services to Homeless

Research and Evaluation (R&E)



The CHDB Network

Who participates in the Community Health Data Base?

Foundations – The Pew Charitable Trusts; William Penn Foundation; United Way of Southeastern Pennsylvania; CIGNA Foundation; Green Tree Community Health Foundation; Philadelphia Foundation; North Penn Community Health Foundation; and the Thomas Scattergood Foundation.

Members – Hospitals, health systems, managed care organizations, colleges and universities, and government agencies.

Affiliates – more than 350 community-based organizations from across the five-county region.



Strategic Local Research

A wide range of institutions and agencies use the Community Health Data Base for...

Needs assessments

Strategic growth decisions, facility planning

Disease management initiatives

Marketing & outreach

Grantwriting, development, & institutional advancement

Community health programming

Teaching & academic research

Advocacy & public relations



Data Sources

- I. **Southeastern Pennsylvania Household Health Survey:**
This survey is the CHDB's proprietary data set.
- II. **U.S. Census:** The CHDB provides selected data from the US Census in useful aggregates and incorporates third-party data to provide interim projections.
- III. **Vital Statistics:** Data from the Commonwealth of Pennsylvania formatted to provide epidemiological information on births and deaths.



Methodology in Brief: The Household Health Survey



Southeastern Pennsylvania (SEPA) Household Health Survey: Methodology

- Survey began in 1983 (Philadelphia)
- In 1991, expanded to include five-county Southeastern Pennsylvania region
- Since 1994, fielded every other year
- Interviews conducted by telephone using **random digit dial**
- Interviews conducted in **10,000 households**
 - o Approximately 3,000 additional interviews about selected child conducted with child proxy
 - o Total sample size: about **13,000 adults and children**





Southeastern Pennsylvania (SEPA) Household Health Survey: Methodology

- Geographic Reach

- o Bucks
- o Chester
- o Delaware
- o Montgomery
- o Philadelphia



- Adult & child respondents selected using last birthday method
- Oversample of persons 60+ yrs and 75+ yrs
- Interviews in English & Spanish; foreign-language proxy, if needed



Household Health Survey's Gone Mobile!

- Dramatic rise in wireless-only households in recent years
- CHDB introduced a cell phone sampling frame in 2008
 - Philadelphia-only pilot study 300 cell-based interviews
- Cell phone interview expansion in 2010 and 2012
 - 1,000 interviews across 5-county area (2010)
 - 2,000 interviews across 5-county area (2012)
- New challenges:
 - Higher cost due to cell phone number portability, hand-dialing, participant compensation, and high proportion of cell users under 18 years





Putting the Data to Use: **First Steps**

Defining Your Community

Geographic

- Neighborhoods
- Census tracts clusters
- ZIP codes clusters
- Planning Analysis Sections (PAS)
- Health districts
- Suburban townships
- County, region

Demographic

- Any age/age group
- Gender
- Children
- Older adults
- Ethnic and racial groups
- Sexual identity
- Employment and education
- Religious affiliation
- Poverty (Federal Poverty Level)
 - Below & at/above 100% FPL
 - Below & at/above 150% FPL
 - Below & at/above 200% FPL
- Many other demos

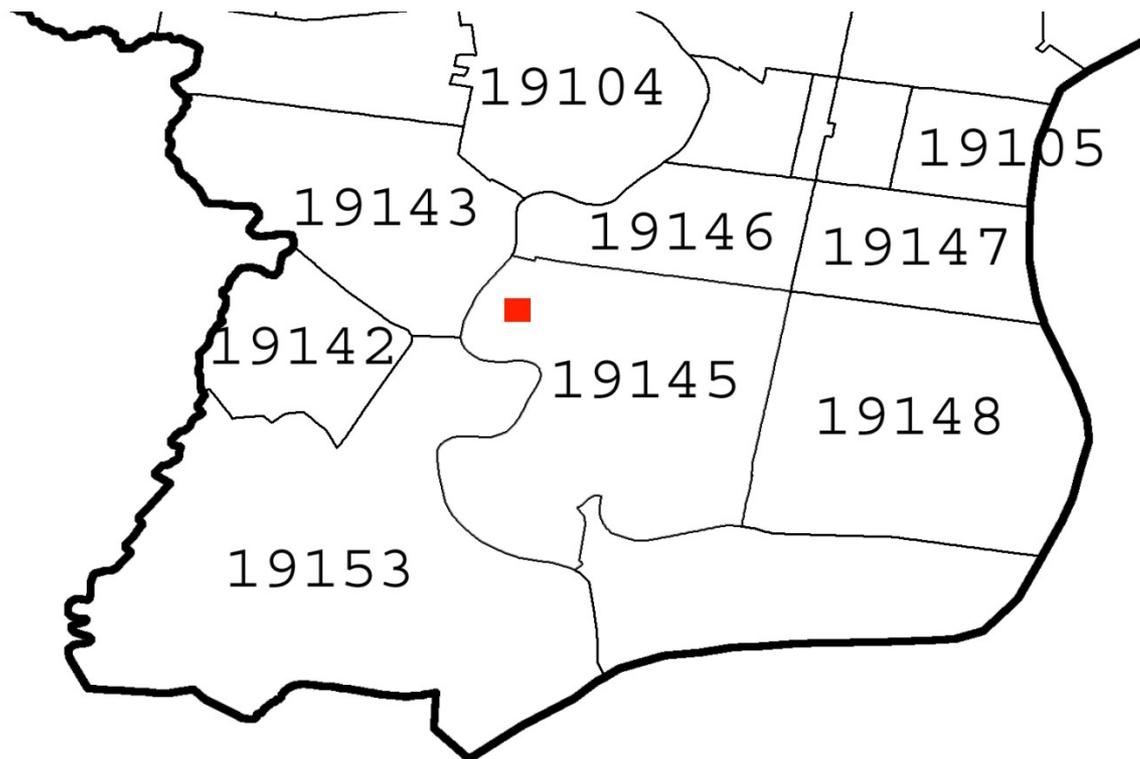




Putting the Data to Use: Household Health Survey **Defining a ZIP Code Cluster**

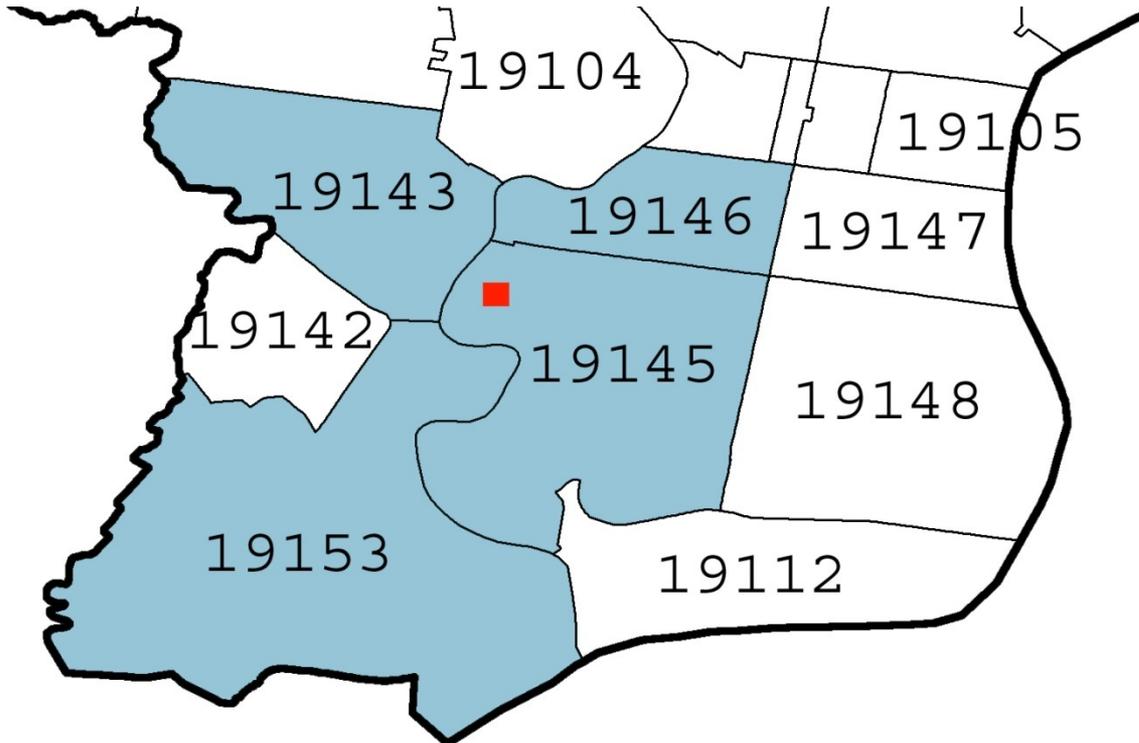


Supposed you were planning to open a clinic...



or hold a class, open a grocery store or distribute literature...

People don't always live, work and shop in the same ZIP Code



ZIP Code Clusters more broadly define the targeted area



Putting the Data to Use: Household Health Survey Topic Areas and Examples